

FILE

SEP 9 1946

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# FASHION CALENDAR

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NEW YORK 19, N.Y.  
Eldorado 5-3693

## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, SEPTEMBER 6, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday	ANNUAL "BACK-TO-SCHOOL"	GIMBEL BROTHERS	5TH FLOOR
Sept. 6	FASHION SHOW		
11:00 A.M.-	Gimbel's annual "Calling-All-Girls" back-to-school fashion show and color		
2:00 P.M.	movie, featuring the 22 winners of the "Calling-All-Girls" national con- test. Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.		
Saturday	TEEN-AGE FASHION	ABRAHAM & STRAUS	BROOKLYN ACADEMY
Sept. 7	SHOW AND MOVIE	(BROOKLYN)	OF MUSIC
11:00 A.M.	Presentation of "Life With The Teens," an Associated Merchandising Corpo- ration teen-age movie, followed by a fashion showing of actual clothes from the film. By invitation only. Publicity: Virginia Jewel, TR. 5-7200.		
Saturday	FABRIC FASHION	B. ALTMAN & CO.	5TH FLOOR
Sept. 7	PRESENTATION		
11:30 A.M.	Altman's will have a fabric fashion show in cooperation with Vogue Junior Patterns. Open to public. Publicity: B. Altman & Co., MU. 9-7000.		
Saturday	INFORMAL SHOWING	KRESGE-NEWARK &	7TH FLOOR
Sept. 7	OF WOMEN'S FASHIONS	SIMPLICITY PATTERNS	RESTAURANTS
12:30 P.M.	Showing of women's fashions for size 36 and up. Miss Estelle Keane, Simplicity stylist, will be in the Fabric Dept. during the afternoon to consult with customers. Open to public. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.		
Saturday	"DOLL HOUSE" FASHIONS	THE NAMM STORE	2ND FLOOR
Sept. 7	FOR CHILDREN	BROOKLYN	TOTS' SHOP
2:30 P.M.	California styles for the age range of 2 to 6, featuring clothes with Walt Disney applique characters. Betty Cyr, formerly of Walt Disney Studios, will commentate and autograph cartoons for the children. Open to public. Publicity: Marion Barnet, TR. 5-5700.		

Sept. 7-14 NATIONAL NOTION WEEK (Contact: George Pounder, LE. 2-4455.)

WEEK BEGINNING MONDAY, SEPTEMBER 9, 1946

Monday	PUBLICATION DATE: BOOK	LIVERIGHT PUBLISHING	LOCAL BOOK
Sept. 9	BY HELENE GARNELL	CORPORATION	DEPARTMENTS
	"Oh Dear! What Shall I Wear?"--a new book by Helene Garnell. Price: \$1.25, paper bound; \$2.50, cloth bound. Contact: Liveright, AS. 4-2050.		
Monday	"BRIEF" SHOWING	MAISON FRANCE	HAMPSHIRE HOUSE
Sept. 9	FOR THE PRESS		COTTAGE
11:00 A.M.-	Maisie invites the Press for champagne and a quick peek at the "Blouse Brief", unique new apparel accessory by Maison France. Showing at 11:30 A.M. sharp. Attendance by invitation only. Publicity: Christine Ecker, John A. Cairns & Co., Inc., AL. 4-7262.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>	
Monday Sept. 9 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS De Pinna will present Fall fashions during luncheon. Open to public. Press by invitation. For reservations, contact PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790, or PL. 3-4500.	DE PINNA	ST. REGIS HOTEL ROOF	
Monday Sept. 9 3:00 P.M.	PRESS OPENING: FALL CUSTOM ORDER COLLECTION Showing of custom-made dress collection open <u>only</u> to members of the press who have been notified and <u>invited</u> . Publicity: Eleanor Lambert, PL. 5-8580.	MAINBOCHER	6 EAST 57TH STREET	
Sept. 9-14	FIRST ANNUAL NAT'L SWEATER WEEK (Publicity: Martin Stern, VA. 6-0543.)			
Week of Sept. 9	NATIONAL FALL MILLINERY WEEK National tie-ups are being arranged by Mary Kelley, Millinery Fashion Bureau, MU. 2-2603. (See below for Millinery Fashion Shows.)			
Tuesday Sept. 10 11:00 A.M.	PRESS OPENING: FALL CUSTOM-ORDER COLLECTION Showing of custom-made dress collection <u>only</u> for members of press who have been notified and <u>invited</u> . Publicity: Ned Irish, EL. 5-6800.	BONWIT TELLER	721 FIFTH AVENUE	
Tuesday Sept. 10- Sept. 13 12:00 Noon Luncheons	SERIES OF MILLINERY FASHION SHOWS Four-day series of luncheon fashion presentations to celebrate National Millinery Week, with the following exhibitors showing their hats: Tuesday, Sept. 10: Millinery Creators Guild, including BERNICE CHARLES, HARRYSON HATS, G. HOWARD HODGE, MILGRIM HATS, EDGAR J. LORIE, GERMAINE MONTABERT, JEANNE TETE, VOGUE-GARFUNKEL HATS.	MILLINERY FASHION BUREAU; MILLINERY STAB. COMM.	HOTEL PIERRE COTILLION ROOM	
Wednesday, Sept. 11	BRAAGAARD PEG FISCHER MAGO HAYES MARY GOODFELLOW LADDIE NORTHRIDGE	ANITA ANDRA MME. EMME MME. LENESTA MME. PAULINE MME. REINE	Thursday, Sept. 12	Friday, Sept. 13
				HATTIE CARNEGIE LILLY DACHE WALTER FLORELL JOHN-FREDERICS FLORENCE REICHMAN SALLY VICTOR
	Jewelry by Castlecliff. Press by invitation only. For tickets, contact: Millinery Stabilization Commission, CH. 4-6547. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.			
Tuesday Sept. 10 12:15 P.M. Luncheon	OPENING LUNCHEON MEETING Opening meeting of the 1946-47 season will be a business session. Luncheon: \$2.00 per person. Contact: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK, INC.	400 RESTAURANT 1 EAST 43RD ST.	
Tuesday Sept. 10 12:45 P.M. Champagne- Luncheon	PRESS PREVIEW OF FUR COLLECTION Ackerman-Blatt's premiere press party in their new salon, showing the Fall and Winter fur collection during a champagne-luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ACKERMAN-BLATT	60 EAST 56TH ST. SALON	

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 10 3:00 P.M. Cocktails	PRESS SHOWING: CUSTOM- ORDER COLLECTION Carrie Munn's Fall and Winter custom-order Originals will be presented during cocktails. Attendance by invitation only. Contact: EL. 5-0017.	CARRIE MUNN	640 MADISON AVE. SALON
Tuesday Sept. 10 4:30 P.M.	FABRIC FASHION SHOW FOR PRESS AND TEACHERS A joint fashion show of easy-to-make fashions. Guest speaker: Helen Valentine, editor, "Seventeen Magazine." Commentator: Alma Kitchell of Station WJZ. For sewing teachers of Greater New York and the press, by invitation only. Publ.: Dorothy DeGroat, CH. 4-2000, Ext. 2201.	MACY'S NEW YORK & ADVANCE PATTERNS	HOTEL PLAZA GRAND BALLROOM
Cancelled Sept. 10	THE ANGORA-PARIS PRESS SHOWING OF LINGERIE AND SWEATERS, ORIGINALLY SCHEDULED FOR TUESDAY, SEPT. 10, AT 4:30 P.M., HAS BEEN CANCELLED.		
Tuesday Sept. 10 5:00 P.M.	PRESS PREVIEW: "DRAMA" MAKEUP Press showing of Elizabeth Arden's new "Drama," the complete coordinated makeup sequence. Attendance strictly by invitation. Publicity: Kay Inglis-Jones, PL. 3-3410.	ELIZABETH ARDEN	691 FIFTH AVE. FASHION SALON
Tuesday Sept. 10 8:30 P.M.	SPRING COLLECTION OF COATS, SUITS, FURS Showing of Spring, 1947 collection of coats, suits and furs by Grubere, designer and fashion consultant. Tickets: \$25.00 each. Contact: Lillian Sessions, PE. 6-0754.	GRUBERE (214 WEST 29TH ST.)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Sept. 11	MILLINERY FASHION SHOW DURING LUNCHEON AT 12:00 NOON (SEE PAGE 2 FOR DETAILS).		
Wednesday Sept. 11 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Luncheon presentation of new Fall fashions by Arnold Constable. Open to public. Press by invitation. For reservations, contact "Frank", head- waiter, EL. 5-3000. Arnold Constable Publicity: Anne Albee, CA. 5-2300, Ext. 202. Waldorf-Astoria Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 11 3:00 P.M. Cocktails	MILLINERY FASHION SHOW New millinery designs will be shown in Dorothy Gordon's Fall and Winter Millinery collection. By invitation only. Contact: EL. 5-9641.	DOROTHY GORDON	14 EAST 56TH STREET SHOWROOM
Wednesday Sept. 11 3:00 P.M.; 7:00 P.M.	MAKE-YOUR-OWN FASHIONS FOR FALL Showing 25 ensembles to make for Fall and Winter wear, including everything from suits to evening gowns in sizes 12 to 20 for the college girl, the young married woman, the business girl, the career girl and the homemaker. Open to public. Publicity: Florence O'Keefe, ST. 9-4700.	JOHN WANAMAKER B'WAY & 9TH ST.	5TH FLOOR HOME STORE
Wednesday Sept. 11 4:00 P.M.- 6:30 P.M.	COMMAND PERFORMANCE OF AQ SHOW Fall 1946 accessory fashions in second performance of AQ show for invited nation-wide trade. Showing promptly at 5:00 P.M. Attendance strictly by invitation. Publicity: Ann R. Silver Associates, MU. 2-8633.	ARIS; CRITERION; CORO; GLENTEX	PLAZA HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 11-	TWO SHOWINGS OF NEW FABRICS	HAFNER FABRICS	RITZ CARLTON HOTEL GRAND BALLROOM
Sept. 12 4:00 P.M.- 7:00 P.M.	A showing of Hafner Fabrics in the Ritz Carlton Grand Ballroom on Wednesday, Sept. 11 and Thursday, Sept. 12, with showing each day promptly at 4:30 P.M. By invitation only. Publicity: Eloise Davies, LO. 3-2171.		
Wednesday Sept. 11 5:00 P.M. Cocktails	CHRISTMAS PARTY FOR THE PRESS	PRIMROSE HOUSE (724 FIFTH AVE.)	HAMPSHIRE HOUSE COTTAGE
	Party for magazine and newspaper press to preview the Primrose House holiday items, introducing the Witchery Perfume and Bath Line, new packaging of Chiffon and Forget-Me-Not Bath Preparations, and new traveling beauty cases. By invitation only. Publicity: Mary Brown, CI. 5-7434.		
Wednesday Sept. 11 6:30 P.M. Dinner	SMALLER STORES DIVISION MEETING	NRDGA	HOTEL PENNSYLVANIA
	N.R.D.G.A. dinner meeting under auspices of Smaller Stores Division, with stores of all sizes invited. Chairman: Dick Edwards, J. C. Bright Co., Lansford, Pennsylvania. Speakers: D. W. Michener, Associate Director of Research, Chase National Bank; J. E. Noble, President, Noble Associates, Chicago; Albert Coons, Vice President, Allied Stores Corporation, New York. Open forum discussions. Contact: Leonard Mongeon, Mgr., Smaller Stores Division, 100 West 31 St., PE. 6-2155.		
Thursday Sept. 12	MILLINERY FASHION SHOW DURING LUNCHEON, AT 12:00 NOON. (SEE PAGE 2 FOR DETAILS.)		
Thursday Sept. 12 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	ROSETTE PENNINGTON	HOTEL PLAZA TERRACE ROOM
	Fall and Winter fashions by Rosette Pennington to be presented during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-1740, Ext. 506. Publicity: Mary Alice Rice, CI. 6-1790.		
Thursday Sept. 12- 1:00 P.M.- 10:30 P.M.	JUNIOR MISS FASHION EXPOSITION	FASHION FAIRS, INC.	17TH REGIMENT ARMORY
	Exposition of branded and labelled Junior Miss fashion merchandise at the 17th Regiment Armory, 34th St. and Park Avenue. About 200 fashion exhibits including dresses, coats and suits, millinery, intimate apparel, shoes, furs, sportswear, sweaters, bathing suits, blouses, raincoats and accessories, all designed for the Junior Miss. Consumers will be advised as to where merchandise may be purchased. Admission: \$1.20 (including tax). Publicity: Samuel J. Friedman, CH. 2-8048.		
Thursday Sept. 12 4:00 P.M. Cocktails	MALE-TESTED FASHIONS FOR WINTER	COSMOPOLITAN MAGAZINE	STORK CLUB
	Cosmopolitan's monthly fashion presentation will feature Winter Sports clothes, and will be shown to a select male celebrity jury by Hinda Gould, Fashion Editor. By invitation only. Contact: Hinda Gould, CO. 5-7300.		
Thursday Sept. 12 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: NEW MAKEUP COLOR	HELENA RUBINSTEIN	HAMPSHIRE HOUSE COTTAGE
	"Command Performance"-- Introduction of Helena Rubinstein's new Fall Paris-born makeup, with a presentation of Pierre Balmain's original collection of "Command Performance" fashions. Fashion show promptly at 6:00 P.M. By invitation only. Publicity: Amy Blaisdell, EL. 5-2100.		

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Thursday Sept. 12 6:00 P.M.- 9:00 P.M. Buffet Dancing	PRESS PREVIEW: NEW FASHION COLOR Peggy Sage will introduce her new Shimmer-Sheen Fashion Color to the press at a special buffet party, which will be followed by dancing. Attendance by invitation only. Publicity: Henrietta Amos, Abbott Kimball CO., PL. 3-9600.	PEGGY SAGE	HOTEL PIERRE ROOF
Thursday Sept. 12 8:00 P.M.	BUSINESS GIRLS' FASHION SHOW Twenty-five N. J. business girls will model fashions at the Kresge-Newark Charm Advisory Committee fashion show. For free tickets, contact Theater Ticket Booth, Street Floor at Kresge-Newark. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	PUBLIC SERVICE AUDITORIUM
Thursday Sept. 12	FASHION SHOW AT CATALINA ISLAND	CATALINA, INC.	CATALINA ISLAND LOS ANGELES
	Catalina has invited the press to spend a day at Catalina Island. The special boat will depart from the Pier at 10:00 A.M., and there will be a showing of 1947 beachwear at the Catalina Casino at 1:00 P.M. Special guests will include the following group of motion picture designers: Edith Head, Paramount; Milo Anderson, Warner Bros.; Renee and Eddie Stevenson, RKO; Travis Banton and Vera West, Universal; and Howard Shoup, MGM. Attendance by invitation. Contact: George Elliott, Catalina, Inc., 443 South San Pedro St., Los Angeles, Michigan 8231.		
Friday Sept. 13	MILLINERY FASHION SHOW DURING LUNCHEON, AT 12:00 NOON. (See Page 2 for details).		
Saturday Sept. 14 2:30 P.M. Cocktails	SHOWING OF CUSTOM- MADE GOWNS & SUITS Sydell will invite her customers to a showing of new Fall and Winter custom-made gowns and suits at her salon. Attendance by invitation. Contact: PL. 8-0892.	SYDELL	666 FIFTH AVENUE
Saturday Sept. 14 4:00 P.M.- 5:00 P.M.	"ALL ABOARD" TEEN- AGE PROMOTION Simplicity's "Modern Miss Merry-Go-Round" fashions for teen-agers will be presented at McCreery's Big Top Restaurant on the 2nd floor. Showing what girls all over the country will be wearing this Fall and Winter, and starring Melinda, a traveling girl with a "wrong clothes" approach, who tours the country and learns as she goes. Each guest will receive a Melinda (teen-age) lipstick and mirror as a gift. Open to public. Com- mentator: Kitty Mancus, Simplicity Stylist. Publicity for Simplicity: Joan Klein, AS. 4-7570. McCreery Publicity: Alice Hutton, WI. 7-7000.	SIMPLICITY PATTERN CO.	JAMES McCREERY & CO. 5TH AVE. & 34TH ST.
Sept. 15	NATIONAL DOG WEEK (Sept. 15-21)		
Sunday Sept. 15- Sept. 20	CHICAGO'S NATIONAL WASH APPAREL SHOW Holiday and advance Spring Market Week, with a dinner and fashion show in the Grand Ballroom of the Palmer House, Wednesday evening, Sept. 18. Contact: Glenn G. Hayes, 120 West Adams St., Chicago.	CHICAGO WASH DRESS AND APPAREL ASSN.	PALMER HOUSE CHICAGO, ILL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 16 12:30 P.M. Luncheon	PRESS PREVIEW AND BUFFET LUNCHEON The advance collection of original bags by Josef will be shown to the press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	RITZ CARLTON HOTEL CRYSTAL GARDENS
Monday Sept. 16 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON "Heads Above the Crowd"--new Fall and Winter millinery collection by Mary Goodfellow to be presented during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Mary Goodfellow Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790, or PL. 3-4500.	MARY GOODFELLOW (23½ EAST 61 ST.)	ST. REGIS HOTEL ROOF
Monday Sept. 16- Sept. 17 2:30 P.M.	FABRIC FASHION SHOW: "WAYS WITH WOOL" McCall Pattern fashion show presenting "Ways With Wool" in Bloomingdale's Fashion Fabric Center. Open to public. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S (LEXINGTON AVE. & 59 ST.)	2ND FLOOR FABRIC CENTER
Monday Sept. 16 5:00 P.M.- 7:00 P.M.	BRIDAL PARTY FOR THE PRESS Opening of Temple's new Fifth Avenue jewelry showroom with an informal press party to introduce a collection of "one of a kind" wedding rings and jewelry, designed exclusively for Temple. By invitation only. Publicity: S. Richard Stern, PE. 6-4459.	TEMPLE'S JEWELS	732 FIFTH AVENUE
Week of Sept. 16	ADVANCE SPRING OPENING: GUILD SHOE LINES Advance Spring openings of shoes for December and January delivery and retail selling. Shoes to be bought include footwear for resort wear, first Spring models, late Winter month costume shoes, additional evening footwear for holiday functions, additional boudoir needs for last minute Christmas selling and essential re-sizing. Members of the Guild of Better Shoe Manufacturers include: Cangemi, Inc.; Delman, Inc.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co.; Palter DeLiso, Inc.; Schwartz & Benjamin, Inc.; Thomas Cort, Ltd.; Van Arden, Inc.; M. Wolf Sons, Inc.; Morris Wolock Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Beginning Monday Sept. 16	OPENING OF FALL CLASSES 70th Fall season, with day and evening courses in Design, Pattern Making, Draping, Sketching and Dressmaking and Tailoring. Contact: BR. 9-3085.	THE McDOWELL SCHOOL OF COSTUME DESIGN	71-79 WEST 45TH ST.
Week of Sept. 16	OPENING: CALIFORNIA RESORT COLLECTIONS California cruise, resort and summer openings will coincide with the Cole of California and other special events being planned by manufacturers for mid-September. Contact: Mrs. Pamela Lindus, California Apparel Assn., 756 South Broadway, Los Angeles.	CALIFORNIA APPAREL CREATORS	LOS ANGELES CALIFORNIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 17 9:30 A.M. Breakfast	PRESS SHOWING OF NEW FALL FASHIONS Fall and Winter fashions will be presented to the press by Bloomingdale's at the Cottage of the Hampshire House. (Note change of place.) Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 17 12:30 P.M. Luncheon	ADVERTISING CLUB LUNCHEON MEETING "Advertising, a Social Problem" will be discussed by Charles Nelson, of St. John's College; Russ Johnson, Vice-President, McCann-Erickson, will speak on "Advertising, a Social Asset". Luncheon: \$3.00. For reserva- tions, contact: Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR
Tuesday Sept. 17 12:30 P.M. Luncheon	PRESS SHOWING OF CUSTOM MILLINERY Press showing of custom-order millinery by Tatiana de Plessix, to be presented during luncheon. Attendance strictly by invitation. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Tuesday Sept. 17 3:00 P.M.- 6:00 P.M. Cocktails	NEW FABRIC DESIGNS AT COCKTAIL PARTY Cocktail party for the fashion press and retail trade to celebrate the official opening of the Robaix Showrooms and to preview the Robaix line of original designs on fine fabrics. By invitation only. Publicity: Regina Ovesey, The Chernow Co., CH. 4-4784.	ROBAIX FABRICS CORP.	1412 BROADWAY AT 39TH STREET
Tuesday Sept. 17 4:00 P.M. Cocktails	FALL AND WINTER MILLINERY SHOWING Fall and Winter millinery showing by Edith Hirschmann, along with custom- made gloves, jewelry and scarfs. Attendance by invitation. Contact: Edith Hirschmann, PL. 9-4031.	EDITH HIRSCHMANN	6 EAST 53RD ST. SALON
Tuesday Sept. 17 5:00 P.M.- 7:00 P.M. Cocktails	SURPRISE PARTY FOR INVITED PRESS Revlon will have a Surprise Party for the invited press at the Ritz Carlton, Crystal Room (entrance on 46th St.). Attendance by invitation only. Publicity: Beatrice Castle and Edith Steiger, PL. 5-8800.	REVLON	RITZ CARLTON HOTEL CRYSTAL ROOM
Tuesday Sept. 17 8:30 P.M.	FASHION PRESS INVITED TO CALIFORNIA The invited fashion press will be guests of Cole of California for 3 days at the Huntington Hotel in Pasadena, California, with the press opening taking place on the evening of Sept. 17, showing the newest fashions for resort and beachwear for Summer, 1947 by Cole of California. Guests will purchase their own train tickets through Cole for the "Cole of California Fashion Press Special," an all-room train leaving Grand Central Station, Friday noon, Sept. 13, arriving in Pasadena Monday noon, Sept. 15. Attendance by invitation. Publicity: Elizabeth D. Adams, Pacific Boulevard & Fruitland Road, Los Angeles, California. (Tel: JEFFerson 5174).	COLE OF CALIFORNIA (LOS ANGELES)	HUNTINGTON HOTEL PASADENA, CALIF.
Tuesday Sept. 17	PUBLICATION DATE: NEW BOOK ON FABRICS "America's Fabrics", new book describing and illustrating clothing fabrics. Also, the sources and history of many fibers, and the processes by which each is made into finished fabrics. Price: \$10.00. Contact: The Macmillan Co., 60 Fifth Ave., AL. 4-2100.	ZELMA BENDURE & GLADYS PFEIFFER	MACMILLAN CO.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Cancelled Sept. 18	THE ANITA ANDRA MILLINERY SHOWING, ORIGINALLY SCHEDULED FOR WEDNESDAY, SEPT. 18 DURING LUNCHEON, HAS BEEN CANCELLED.		
Wednesday Sept. 18 1:00 P.M. Luncheon	PARIS-INSPIRED MILLINERY SHOWING Luncheon showing of Paris-born millinery collection--new designs inspired by Mr. Braagaard's recent trip to Paris, using materials which he brought from France. Open to public. Press by invitation. For reservations, contact: Jack, headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Braagaard Publicity: Rosemary Sheehan, CI. 7-8060.	BRAAGAARD	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 18 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Showing of fashions by Hattie Carnegie during luncheon. Open to public. Press by invitation. For reservations, contact: Frank, headwaiter, EL. 5-3000. Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 18 2:30 P.M.	SHOWING OF NEW FALL FASHIONS A Fall fashion show by Altman's on the third floor. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Sept. 18 5:00 P.M.	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION Press showing of Elizabeth Arden's new Fall custom-order collection, designed by Castillo. Attendance strictly by invitation. Publicity: Kay Inglis-Jones, PL. 3-3410.	ELIZABETH ARDEN	691 FIFTH AVENUE FASHION SALON
Thursday Sept. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FUR FASHIONS Gunther presents a collection of Fall and Winter furs including a group of designer originals by Alice Orovan. Open to public. Press by invitation. For reservations, contact: PL. 3-1740. Publicity: Nona James, VO, 5-3440.	GUNTHER	PLAZA HOTEL TERRACE ROOM
Thursday Sept. 19 4:00 P.M.	PRESS SHOWING OF STEFAN'S COLLECTION Opening of Stefan's new couture salon with a showing of original costumes created by Stefan in John Walther fabrics. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	STEFAN-- JOHN WALTHER FABRICS	15 EAST 47TH ST.
Thursday Sept. 19 4:30 P.M.	PRESS PREVIEW OF MOVIE: "THE YARN BEHIND THE PLAN" Presentation of "The Hego Companionate Plan in Men's Apparel In Celanese"-- a 16-minute color movie with sound and music-- designed for sales training in conjunction with a new concept of merchandising. It provides for complete control by approved textile laboratory methods of each step from the yarn to the making of the finished garment, and shows how to sell and care for men's apparel in Celanese. Moreover, it creates on a franchise basis (one store to a city) a special store section devoted exclusively to the selling of related Celanese garments. Attendance by invitation. (Screening at 4:30 P.M. Cocktails at 5:00 P.M.) Contact: H. Sumner Sternberg, Madison Advertising Agency, PL. 8-0716.	HEGO FABRICS	MONTE CARLO CASINO 54TH & MADISON AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 19 5:00 P.M. 8:00 P.M. Cocktails	SECOND BIRTHDAY PARTY CELEBRATION The second birthday party of "Seventeen" Magazine will be celebrated with a cocktail party and dance at the Waldorf-Astoria. Attendance by invitation. Publicity: Estelle Ellis, PE. 6-1100.	SEVENTEEN MAGAZINE	WALDORF-ASTORIA BASILDON SUITE
Beginning Friday Sept. 20	OPENING OF FALL SEMESTER Regular course for young women interested in becoming junior executives in fashion merchandising. The students will be given 8 weeks of practical work in department stores, with pay -- 4 weeks before Christmas and 4 weeks before Easter. Contact: Ellen Nolan, Registrar, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH ST.
Saturday Sept. 21 12:30 P.M.	FASHION PRESS INVITED TO CALIFORNIA RESORT Fashion show given by Tabak of California for the invited nation-wide fashion press, who will be weekend guests at the Arrowhead Springs Hotel in San Bernardino, California. Tabak's new resort and play clothes, designed by Stella, will be presented at a buffet luncheon style show at the swimming pool, with Goldwyn girls and movie starlets as models. By invitation only. Publicity: Aileen Platt, Tabak of California, 860 South Los Angeles St., Los Angeles 14 (Tel: Trinity 0921).	TABAK OF CALIFORNIA	SAN BERNARDINO CALIFORNIA
Week of Sept. 22	UNITED NATIONS WEEK-- Contact: Joan Becker Gaines, Director of Fashion Events for United Nations Week, American Assn. for United Nations, 45 East 65th St., BU. 8-8000.		
Monday Sept. 23 1:00 P.M. Luncheon	"RADIANT STAR" LUNCHEON FASHION SHOW Introduction of "Radiant Star" makeup by Antoine--a complete new makeup; "Radiant Star" coiffures by Antoine adaptable to every type of face; "Radiant Star" cocktail hats, specially designed by Jeanne Tete; "Radiant Star" jewels by Castlecliff (Publicity for Castlecliff: Dorothy Lansing, Hope Associates, PL. 5-3100). Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Antoine Publicity: Lucille Egelhoff, PL. 3-7837. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ANTOINE DE PARIS (663 FIFTH AVE.)	ST. REGIS HOTEL ROOF
Monday Sept. 23 4:30 P.M. Cocktails	PRESS PREVIEW: NEW CRUISE COLLECTION Original cruise line, designed by Gertrude Rothschild for Ben Lindner Inc., will be introduced to the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	BEN LINDNER INC.	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 24 10:00 A.M. Breakfast	PRESS SHOWING OF MADEMOISELLE SHOES Presentation of Mademoiselle Shoes for Fall and Winter by Carlisle Shoe Co. Attendance by invitation. Publicity: Eleanor Howard, WI. 7-6782.	CARLISLE SHOE CO.	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 24 12:30 P.M. Luncheon	FUNCTIONAL FASHION SHOWING AT LUNCHEON A Functional Fashion Showing of Winter White washable wool dresses, designed by Eddie Rubenstein of Crestlee, Inc. The collection will be featured exclusively by Saks Fifth Avenue in New York. Attendance by invitation only. Publicity: Sara Fox, MU. 3-6526.	CRESTLEE, INC.	HOTEL PIERRE ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 24 4:00 P.M. Cocktails	PRESS PREVIEW OF CUSTOM-MADE FASHIONS Custom originals in dresses and suits for Fall and Winter in fabrics and trimmings which Madame Renel has just brought from Paris and the continent. By invitation only. Contact: Hana Norton, MU. 2-6157.	RENEL OF PARIS	751 MADISON AVE. NEW RENEL SALON
Tuesday Sept. 24 4:00 P.M. Cocktails	PRESS SHOWING OF FUR COLLECTION Presentation of furs by Alfred Rainer, with showing at 4:30 P.M. Attendance by invitation. Publicity: Mary Alice Rice, CI. 6-1790.	ALFRED RAINER, INC.	17 EAST 55TH ST. SALON
Wednesday Sept. 25 9:00 A.M. Breakfast	SEMI-ANNUAL PRESS BREAKFAST Macy's semi-annual breakfast for the press in the Executive Dining Room, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Sept. 25 1:00 P.M. Luncheon	LUNCHEON SHOWING OF COATS AND SUITS Russeks will present Fall and Winter coats and suits during luncheon. Open to public. Press by invitation. Russeks publicity: Helen Moran, WI. 7-1900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 25 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON Presentation of new millinery by Dobbs during luncheon. Open to public. Press by invitation. For reservations, contact Frank, headwaiter, EL. 5-3000. Dobbs Publicity: Ruth Harrington, LO. 5-4110. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DOBBS PARK AVENUE (380 PARK AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 26	ROSH HASHONAH, FIRST DAY OF JEWISH NEW YEAR (THURSDAY)		
Monday Sept. 30 12:30 P.M. Luncheon	PRESS PREVIEW OF "FILLY FOLLIES" Private press luncheon to introduce Kayser's "Filly Follies". Attendance by invitation only. Publicity: Ruth LeBron, Cecil & Presbrey, WI. 2-8200.	JULIUS KAYSER CO.	STORK CLUB BLESSED EVENT ROOM
Monday Sept. 30 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Peg Newton will present "The Height of Fashion--Fall Styles for the Tall Girl" during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Frances King Carter, Jack Goehring Co., CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON (3 EAST 48TH ST.)	ST. REGIS HOTEL ROOF
Monday Sept. 30 4:00 P.M. Tea	"SOMETHING NEW IN BEAUTY" The press will be invited to a tea with Ann Delafield, director of the Richard Hudnut Salon, for a demonstration on "Something New in Beauty." Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Friday PREMIERE: "'VE ALWAYS LOVED YOU" (Movie) LOEW'S CRITERION, B'WAY & 45TH ST.  
 Sept. 7 Republic Pictures' technicolor musical production, the love story of a  
 temperamental musician, introducing Catherine McLeod, with Philip Dorn,  
 William Carter, Mme. Maria Ouspenskaya and Felix Bressart. Produced and  
 directed by Frank Borzage. Costumes: Eleanor Behm. Publicity: Steve  
 Edwards, CO. 5-2500.

Monday OPENING: "CORDELIA" BOOTH THEATRE, 45 ST. W. OF B'WAY  
 Sept. 9 Jules J. Leventhal's presentation of a play by George Batson about a small-  
 town Mrs. Fixit and her two adopted daughters. Zasu Pitts is the star,  
 with Curtis Cooksey, Kitty Kelly, Lotus Robb and Nancy Davis featured.  
 Director: Russell Fillmore. Costumes: Edith Head. Publicity: George  
 Miller, BR. 9-1023.

Monday OPENING: BEL AMI NATIONAL EXHIBITION 14 EAST 57TH STREET  
 Sept. 16 Famous stars of theatre and films will attend the benefit preview for the  
 Actors' Fund of America of the "Bel Ami International Exhibition: The  
 Temptation of St. Anthony." Paintings on the St. Anthony theme by Ivan le  
 Lorraine Albright, Eugene Berman, Leonora Carrington, Salvador Dali, Paul  
 Delvaux, Max Ernst, Louis Guglielmi, Horace Pippin, Abraham Rattner, Stanley  
 Spencer and Dorothy Tanning will be shown. The exhibition will be on view  
 at M. Knoedler's, 14 East 57th St., from September 16 through September 28.  
 Publicity: Tom Waller, BR. 9-7300.

Tuesday OPENING: "GYPSY LADY" CENTURY THEATRE, 7TH AVE. & 59 ST.  
 Sept. 17 Edwin Lester will present an operetta with music from several Victor Herbert  
 scores: "The Fortuneteller", "The Serenade", and a libretto by Henry Myers.  
 Featured players are Helena Bliss, John Tyers, Jack Goode, Dale Melbourne  
 and Joseph Macauley. Directors: Robert Wright and George Forrest. Costumes:  
 Miles White. Publicity: C. P. Greneker, CI. 6-9500.

Wednesday OPENING: "THE MAGNIFICENT HEEL" HENRY MILLER THEATRE, WEST 43 ST.  
 Sept. 18 Brock Pemberton and Gilbert Miller present a play by Constance O'Hara about  
 a "cosmic columnist", with Peggy Wood, Bert Lytell, Richard Verney, Edith  
 Meiser and Frank Merlin. Directed by Brock Pemberton. Scenery: John Root.  
 Publicity: Tom Kilpatrick, LO. 5-0550.

Monday OPENING: N. Y. CITY SYMPHONY CONCERT SERIES N. Y. CITY CENTER  
 Sept. 23 A ten-week series of concerts conducted by Leonard Bernstein. Opening  
 night program has been planned in connection with the N. Y. festival of  
 the Fellowship of American Composers. Subscription prices: \$20.00, \$15.00,  
 \$10.00 and \$7.50 (tax included). Contact: N. Y. City Center, CI. 6-8989.

Wednesday OPENING: 21ST ANNUAL RODEO MADISON SQUARE GARDEN, 50TH ST. & 8TH AVE.  
 Sept. 25 21st annual world's championship Rodeo, with Gene Autry in person. Presented  
 every night with matinees on Wednesday, Friday, Saturday and Sunday.  
 Seats at \$6.00, \$5.00, \$3.50, \$2.50 and \$1.75 (tax included). Contact:  
 Madison Square Garden, CO. 5-6800.

Sunday OPENING: ORIGINAL BALLET RUSSE METROPOLITAN OPERA HOUSE, B'WAY AT 39 ST.  
 Sept. 29 Opening of a three-and-a-half weeks' engagement, with a presentation of  
 Michel Fokine's "Paganini". Dancers include: Alicia Markova, Anton Dolin,  
 and Andre Eglevsky. Publicity: Barry Hyams, PL. 3-0820.